

Message Text

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FM SECSTATE WASHDC
TO AMEMBASSY BONN

UNCLAS STATE 279537

E.O. 11652: N/A

TAGS: BBSR, GW

SUBJECT: GLOBAL MARKET RESEARCH - MULTI-STUDY CONTRACT FOR
FY 1978 - FEDERAL REPUBLIC OF GERMANY

1. POST ASSISTANCE IS REQUESTED IN SOLICITATION OF BIDS ON
A MULTI-STUDY CONTRACT FOR GLOBAL MARKET RESEARCH STUDIES
OF GERMAN MARKET NEEDED BY COMMERCE IN FY 1978.

2. CONTRACT WILL PROVIDE FOR TWO GUARANTEED STUDIES AND
TWO OPTIONAL STUDIES. FIRST GUARANTEED STUDY, ON MARKET
FOR MEDICAL EQUIPMENT, WILL BE DUE IN COMMERCE BY APRIL
15, 1978. FIVE COPIES OF RESEARCH SPECIFICATIONS WILL
BE SENT TO POST VIA APO ON NOVEMBER 23. ACCORDING TO
PRESENT SCHEDULE, SECOND GUARANTEED STUDY WILL BE ON
FOOD PROCESSING AND PACKAGING EQUIPMENT WITH SPECIFICATIONS
AVAILABLE IN FEBRUARY 1978 AND RESEARCH DUE IN JUNE.

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OPTIONAL STUDIES ARE EXPECTED TO COVER SUBJECTS OF
METAL WORKING AND FINISHING MACHINERY AND EQUIPMENT,
AND LABORATORY INSTRUMENTATION, WITH RESEARCH TO BE
COMPLETED DURING LATTER HALF OF FY 1978. COPIES OF
PREVIOUS GLOBAL MARKET RESEARCH ON THESE THEMES WILL
BE MADE AVAILABLE TO SUCCESSFUL BIDDER IF NECESSARY.

3. CONTRACT WILL BE OF ONE-YEAR DURATION BEGINNING FROM DATE OF CONTRACT WITH NO STUDIES TO BE COMMISSIONED AFTER SEPTEMBER 30, 1978. CONTRACT WILL BE FIXED PRICE WITH PAYMENTS ON A STUDY-BY-STUDY BASIS, ONE-THIRD ON SUBMISSION OF MID-SURVEY PROGRESS REPORT SATISFACTORY TO POST, ONE-THIRD ON SUBMISSION OF FINAL REPORT SATISFACTORY TO POST, AND ONE-THIRD UPON ACCEPTANCE OF FINAL REPORT BY COMMERCE. SPECIFICATIONS WILL BE MADE AN INTEGRAL PART OF CONTRACT AND GENERAL PROVISIONS OF USG CONTRACTS WILL APPLY.

4. BID PROPOSALS ARE TO INCLUDE NAMES AND QUALIFICATIONS OF PERSONS THAT WOULD BE ASSIGNED TO RESEARCH STUDIES. PROPOSALS SHOULD ALSO PROVIDE DESCRIPTIONS OF ANY PRIOR RESEARCH CONDUCTED ON SIMILAR OR RELATED THEMES INCLUDING NAMES OF CLIENTS FOR WHOM RESEARCH WAS CONDUCTED. A SUMMARY OF BID PROPOSALS WITH POST RECOMMENDATIONS SHOULD BE CABLED TO COMMERCE, OIM/MRD, BY DECEMBER 19. ASSUMING SATISFACTORY PROPOSAL IS RECEIVED, COMMERCE AWARD AUTHORIZATION WITH FISCAL DATA WOULD FOLLOW PROMPTLY. ONE COPY OF EACH PROPOSAL SHOULD BE AIR-MAILED TO OIM/MRD.

5. FYI - WHILE COMMERCE HAS HAD VERY GOOD EXPERIENCE WITH DR. KINDEL AND PARTNERS, ALL BID PROPOSALS WILL RECEIVE FAIR CONSIDERATION. IF CONTRACT IS AWARDED UNCLASSIFIED

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TO A BIDDER OTHER THAN KINDEL, POST IS REQUESTED TO PROVIDE FIRM WITH COPIES OF PREVIOUS RESEARCH. COMMERCE WOULD EXPECT PRICE PROPOSALS, ESPECIALLY FROM KINDEL, TO REFLECT FACT THAT MEDICAL EQUIPMENT STUDY IS ESSENTIALLY AN UPDATE OF A FAIRLY RECENT STUDY DONE WITH SIMILAR SPECIFICATIONS. POST MAY WISH TO BRING THIS TO ATTENTION OF BIDDERS IF CONSIDERED APPROPRIATE. COPIES OF PREVIOUS RESEARCH WILL BE SENT APO OR POUCHED IF NOT AVAILABLE AT POST. PLEASE ADVISE. HABIB

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